AMENDMENTS TO THE CLAIMS:

1. (Currently amended) A portable information terminal equipment with a browser function, said portable information terminal equipment comprising:

an image information acquisition section for downloading image information from a Web server through a communication line to said portable information terminal equipment, the image information comprising image data and display sequence information of the image data;

a storage section for storing the downloaded image information;

a display section for displaying stored image data on the basis of the stored display sequence information; and

a display control section for controlling ~~rotation of~~ the image on the display section,

wherein the stored display sequence information comprises sequence control information for controlling display of controlled images, the sequence control information comprising at least one of:

image switching time information for setting a controlled image switching time;

image inversion display information for setting whether to perform inversion display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of the display of the controlled image.

2. (Previously presented) An equipment according to claim 1, wherein the image information comprises:

title information of the image data;

a data size of a background image;

an image count of background images;

display setting correspondence information for each operation of each function of the portable information terminal equipment;

display sequence information;

data of at least one background image; and

data of at least one controlled image.

3. (Currently amended) An equipment according to claim 1, wherein the display sequence information further comprises:

sequence start information for starting display sequence processing; and

sequence control information for controlling display of controlled images; and

sequence end information for ending the display sequence processing.

4. (Previously presented) An equipment according to claim 3, wherein the sequence control information comprises:

image switching time information for setting a controlled image switching time;

display image number information for designating a controlled image number;

display position information for setting a display position of a controlled image;

image inversion display information for setting whether to perform inversion display of a controlled image;

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image tilt information for setting whether to perform rotation of the display of a

controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon

switching of the display of the controlled image.

5. (Currently amended) An equipment according to claim 3, wherein the sequence control

information further includes sound generation setting information for generating a sound

when one of the controlled images is displayed.

6. (Previously presented) An equipment according to claim 1, further comprising display

setting means for performing display setting by making different pieces of image information

correspond to functions for the respective functional operations of the portable information

terminal equipment.

7. (Currently amended) A display method for a portable information terminal equipment

with a browser function, said display method comprising:

downloading image information from a Web server through a communication line to

the portable information terminal equipment, the image information comprising image data

and display sequence information of the image data;

storing the downloaded image information; and

displaying stored image data on the basis of the stored display sequence information,

information; and

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~~rotating the display of the image data on the portable information terminal~~

wherein the display sequence information comprises sequence control information for controlling display of controlled images, the sequence control information comprising at least one of:

image switching time information for setting a controlled image switching time;

image inversion display information for setting whether to perform inversion display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of the display of the controlled image.

8. (Previously presented) A method according to claim 7, wherein the image information comprises:

title information of image data;

a data size of a background image;

an image count of background images;

display setting correspondence information for each operation of each function of the portable information terminal equipment;

display sequence information;

data of at least one background image; and

data of at least one controlled image.

9. (Currently amended) A method according to claim 7, wherein the display sequence

information <u>further</u> comprises:

sequence start information for starting display sequence processing;<u> and</u>

~~a plurality of pieces of sequence control information for controlling display of controlled images; and~~

sequence end information for ending the display sequence processing.

10. (Previously presented) A method according to claim 9, wherein the sequence control information comprises:

image switching time information for setting a controlled image switching time;

display image number information for designating a controlled image number;

display position information for setting a display position of a controlled image;

image inversion display information for setting whether to perform inversion display of a controlled image;

image tilt information for setting whether to perform rotation of the display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon switching of display of the controlled image.

11. (Currently amended) A method according to claim 9, wherein the sequence control information <u>further</u> comprises sound generation setting information for generating a sound when one of controlled images is displayed.

12. (Previously presented) A method according to claim 7, further comprising making different pieces of image information correspond to functions for the respective functional operations of the portable information terminal apparatus.

13. (Currently amended) A portable information terminal equipment with a browser function, said portable information terminal equipment comprising:

an image information acquisition section for downloading image information from a Web server through a communication line to said portable information terminal equipment, the image information comprising image data and display sequence information of the image data; ~~data, the display sequence information comprising image tilt information for setting whether to perform rotation of the display of a controlled image;~~

a storage section for storing the downloaded image information;

a display section for displaying stored image data on the basis of the stored display sequence information; and

a display control section responsive to downloaded image tilt information, for ~~rotating~~ controlling the display on the display section,

wherein the display sequence information comprises sequence control information for controlling display of controlled images, the sequence control information comprising at least one of:

image switching time information for setting a controlled image switching time;

image inversion display information for setting whether to perform inversion display of a controlled image; and

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_____ erase/non-erase information for setting whether to erase a controlled image

upon switching of the display of the controlled image.

14. (Previously presented) An equipment according to claim 13, wherein the image

information comprises:

title information of the image data;

a data size of a background image;

an image count of background images;

display setting correspondence information for each operation of each function of the

portable information terminal equipment;

display sequence information;

data of at least one background image; and

data of at least one controlled image.

15. (Currently amended) An equipment according to claim 13, wherein the display sequence

information further comprises:

sequence start information for starting display sequence processing; and

~~sequence control information for controlling display of controlled images; and~~

sequence end information for ending the display sequence processing.

16. (Previously presented) An equipment according to claim 15, wherein the sequence

control information comprises:

image switching time information for setting a controlled image switching time;

display image number information for designating a controlled image number;

display position information for setting a display position of a controlled image;

image inversion display information for setting whether to perform inversion display

of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon

switching of the display of the controlled image.

17. (Currently amended) An equipment according to claim 15, wherein the sequence control

information further includes sound generation setting information for generating a sound

when one of the controlled images is displayed.

18. (Previously presented) An equipment according to claim 13, further comprising display

setting means for performing display setting by making different pieces of image information

correspond to functions for the respective functional operations of the portable information

terminal equipment.

19.   (Currently amended) A display method for a portable information terminal equipment

with a browser function, said display method comprising:

downloading image information from a Web server through a communication line to

the portable information terminal equipment, the image information comprising image data

and display sequence information of the image data; ~~data, the display sequence information~~

comprising image tilt information for setting whether to perform rotation of the display of a

controlled image on the portable information terminal equipment;

storing the downloaded image information; and

displaying stored image data on the basis of the stored display sequence information,

information; and

rotating the display of the controlled image on the portable information terminal

equipment

wherein the display sequence information comprises sequence control information for

controlling display of controlled images, the sequence control information comprising at least

one of:

image switching time information for setting a controlled image switching time;

image inversion display information for setting whether to perform inversion

display of a controlled image; and

erase/non-erase information for setting whether to erase a controlled image upon

switching of the display of the controlled image.

20. (Previously presented) A method according to claim 19, wherein the image information

comprises:

title information of image data;

a data size of a background image;

an image count of background images;

display setting correspondence information for each operation of each function of the

portable information terminal equipment;

    display sequence information;

    data of at least one background image; and

    data of at least one controlled image.

21. (Currently amended) A method according to claim 19, wherein the display sequence

information _further_ comprises:

    sequence start information for starting display sequence processing; and

    ~~a plurality of pieces of sequence control information for controlling display of~~

~~controlled images; and~~

    sequence end information for ending the display sequence processing.

22. (Previously presented) A method according to claim 21, wherein the sequence control

information comprises:

    image switching time information for setting a controlled image switching time;

    display image number information for designating a controlled image number;

    display position information for setting a display position of a controlled image;

    image inversion display information for setting whether to perform inversion display

of a controlled image; and

    erase/non-erase information for setting whether to erase a controlled image upon

switching of display of the controlled image.

23. (Currently amended) A method according to claim 21, wherein the sequence control

information <u>further</u> comprises sound generation setting information for generating a sound

when one of controlled images is displayed.

24. (Previously presented) A method according to claim 19, further comprising making

different pieces of image information correspond to functions for the respective functional

operations of the portable information terminal apparatus.